



Britton Holland

Skills

Design Leadership | Visual Design | Product Design | UI / UX Design | Branding & Identity | Web & App Design

Experience

Vuzix *Creative Director, April 2021 - Current | Remote (San Francisco)*

- Design leadership and management. Building and fostering a dynamic design team.
- Marketing assets, social panels, web banners, advertising, and video production.
- UI/UX design for all mobile, web, and on-device apps and software.
- Design and rollout of global websites and e-commerce platforms with integrations in to shipping platforms, tax and banking systems, distribution centers, fulfillment providers, and back office deployments.
- Development and support of Vuzix product pipeline, service offerings, and market positioning.
- Design and development of retail and enterprise packaging, including printing, accessories, documentation, labeling, and shipping systems across global markets.
- Planning, execution, and design of major trade show exhibitions and global events.
- Conception and engineering of hands-on demos and technology prototypes.
- Design and management of in-house studios for podcasting, videography, and photography to generate in-house images, webinars, training, and marketing communications.

Independent Contractor *June 2018 - April 2021 | San Francisco*

- Creative direction for Rock Paper Reality, a thought-leader in the AR space. Responsible for branding, marketing, website, communications, and presentations. Design and development of website with extensive SEO strategy and deployment, taking the agency from page 19 to page 1 for targeted search results. Design support for client proposals with direct impact of 10x on inbound leads and 2x on closed project proposals. *Clients included: Microsoft, Lenovo, Hilton, NBC/Universal, Bosch, Waldorf Astoria, Deloitte Digital, DeepGreen, Meta, Ericsson*
- Branding, product development, web design, web development, SEO, marketing, and presentations for emerging products and firms. Support of venture capital firms investing in top tier companies and stealth startups securing funding for breakthrough products.
Featured Projects: Morgenstern's, Ethos, Northstar, Pico

Osterhout Design Group *Creative Director, January 2012 - June 2018 | Remote (San Francisco)*

- Design and development of cutting edge headworn technologies and AR solutions for military, enterprise and consumer projects.
- Conceived and delivered complete product ecosystems including online sales, packaging and in-hands experience, support, and an API platform for partner software development.
- Conceptualized and developed a cutting-edge user interface for smart glasses. Innovations included breakthrough real-world tracking, user-centric see-through interface, stereoscopic displays, and hands-free interaction.
- Developed corporate and product brand strategies, created visual identity, implemented marketing campaigns across advertising touch-points, the web, trade shows, communications, and more.
- Completed numerous rounds of successful patent applications, certifications, compliance testing, and commercial manufacturing readiness cycles.

Experience *Continued*

Independent Contractor *2011 - 2012 | San Francisco*

- Product design, UI/UX consulting, web design and development, and templating projects.
Featured Clients: ConneCTV, CredenceID, Splunk, Zynga, Hytrust

Waterfall *Director of Product Design, 2006-2011 | San Francisco*

- As a core founder, I managed and lead multiple aspects of a startup launch including company strategy, branding, operations, and hiring.
- Owned the product design process from definition to the development of innovative and patented user interface solutions for a mobile marketing communications platform used by Forbes 500 companies.

Independent Contractor *2004 -2006 | San Francisco/Buenos Aires*

- Contract design and strategic consulting services for website and product redesigns, UI/UX, front end strategy, SEO, and brand identity. Clients ranged from emerging startups to established enterprise and consumer brands.
Featured Clients include: West Elm, William-Sonoma, Museum of Modern Art New York

E*TRADE Financial *Product Design Manager, 1999-2004 / Menlo Park*

Burning Man *Webmaster/Design Lead, 1999-2008 | San Francisco*

Personal

Creating, designing, ideating, fabricating and building has been my life's passion, fueled by my dreamlike childhood growing up in a toy store on the Northern California coast. I doodle daydreams into reality, shape wood into sometimes useful/always artful creations, mastermind magical playhouses and engineer children's gadgets. At Burning Man I've installed fanciful art projects and constructed colossal structures.

Thank you.

Britton Holland

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